



ERIE COUNTY CIVIL SERVICE OPPORTUNITIES

OPEN TO THE PUBLIC
ERIE COUNTY IS AN EQUAL OPPORTUNITY EMPLOYER

Please refer to our internet address at: www.erie.gov

**A NON-REFUNDABLE \$10.00 PROCESSING FEE MUST ACCOMPANY EACH APPLICATION
(CHECK OR MONEY ORDER ONLY – PAYABLE TO: ERIE COUNTY DEPARTMENT OF PERSONNEL)**

PUBLIC RELATIONS DIRECTOR

NO. 62-388

SALARIES VARY

NOTICE: Erie County no longer maintains a file of applicant transcripts. Exam applicants must be prepared to provide documentation of educational qualifications (transcript, diploma, etc.) to the hiring agency prior to appointment. Documentation may also be submitted with the exam application.

At present there is one vacancy in the **Orchard Park Central School District**. The salary is \$40,000. The eligible list resulting from this examination will be used to fill this vacancy and other appropriate vacancies which may occur in municipalities or districts under the jurisdiction of Erie County Civil Service while this list is active.

RESIDENCE REQUIREMENTS: CANDIDATES MUST HAVE BEEN LEGAL RESIDENTS OF ERIE COUNTY OR AN ERIE COUNTY SCHOOL DISTRICT* FOR AT LEAST FOUR MONTHS IMMEDIATELY PRECEDING THE DATE OF THE WRITTEN TEST AND MUST BE LEGAL RESIDENTS OF ERIE COUNTY OR AN ERIE COUNTY SCHOOL DISTRICT* AT THE TIME OF APPOINTMENT. Preference may be given to successful candidates who have been residents of the municipality in which the appointment is to be made for four months preceding the date of the written test and who are residents of the municipality at the time of appointment. Non-residents may be required to become a resident of the appointing municipality if local law so states. Under current New York State Law, candidates seeking employment with school districts in New York State will be required to undergo fingerprinting and a criminal history background check prior to appointment. A processing fee may be required.

*Candidates who reside in a school district which, for civil service purposes is administered by the Erie County Personnel Commissioner, but who are not legal residents of Erie County may apply for this examination. However, they will be certified for appointment only in the school district in which they are legal residents.

MINIMUM QUALIFICATIONS: Candidates must meet one of the following requirements on or before the date of the written test:

- a. Graduation from a regionally accredited or New York State registered four year college or university with a Bachelor's Degree in Journalism, Communications, or Public Relations and three years of experience in public relations or journalism;
OR
- b. Graduation from a regionally accredited or New York State registered four year college or university with a bachelor's degree and four years of experience in journalism, public relations or community relations;
OR
- c. Graduation from high school or possession of a high school equivalency diploma and eight years of experience in journalism, public relations or community relations;
OR
- d. An equivalent combination of training and experience as defined by the limits of (a), (b) or (c) above.

NOTE: 1. Verifiable part-time and/or volunteer experience will be pro-rated toward meeting the experience requirements. 2. Your degree and/or college credit must have been awarded by a regionally accredited college or university or one recognized by the New York State Education Department as following acceptable educational practices. A grade of "D" or better is necessary for a course to be credited as successfully completed. If your degree and/or college credit was awarded by an educational institution outside of the United States and its territories, you must provide independent verification of equivalency. You can write to this Department for a list of acceptable companies providing this service; you must pay the required evaluation fee.

A medical examination may be required before appointment.

**VETERANS: PROOF OF SERVICE MUST BE SUBMITTED BEFORE LIST IS ESTABLISHED
TO RECEIVE ADDITIONAL POINTS. (See application for more information.)**

NOTICES TO APPEAR FOR THE EXAMINATION ARE MAILED APPROXIMATELY ONE WEEK PRIOR TO THE EXAMINATION DATE

EXAMINATION DATE

MARCH 18, 2006

**SEE
REVERSE
SIDE**

**APPLICATIONS MUST BE
POSTMARKED BY**

FEBRUARY 8, 2006

DUTIES: A **Public Relations Director** directs and actively participates in writing, editing and compiling informational material to produce pamphlets, reports and periodic bulletins for distribution; writes news releases and submits photographs to newspapers; attends school board meetings, assemblies and related events to secure information and work out media coverage; advises the Superintendent of Schools and other administrative officials on public relations matters; assists in developing plans and programs to meet specific needs in representing the school district and in the dissemination of pertinent information; confers with the administrative staff on the development and scheduling of special events or reports having public significance; develops or supervises the development and production of informative communications, booklets, leaflets and other publications detailing programs and events; directs the preparation of news releases from administrative staff and distribute releases to appropriate media; establishes and maintains procedures for prompt and continuing communication with appropriate administrators and news media regarding daily occurrences within the school system; responds to public, media and staff inquiries regarding the school district; carries out special assignments as directed by the Board of Education or the Superintendent of Schools; maintains a record of clippings from newspapers and other publications as they relate to the school district and public education in general; provides informational and educational services to the general public; answers correspondence and requests for information or articles; supervises work activities in school district central printing department; plans and erects school promotional displays.

SUBJECT OF EXAMINATION: The written test is designed to test for knowledge, skills, and/or abilities in such areas as:

1. **DIRECTING A PUBLIC INFORMATION PROGRAM OR PROJECT** - These questions test for a knowledge of the standards and practices used in preparing information for the public or for the print, electronic, or broadcast media. Questions may cover such topics as conducting research, developing content, selecting methods of communication, and coordinating the production of the final product.
2. **EDUCATING AND INTERACTING WITH THE PUBLIC** - These questions test for the ability to communicate with others in a manner consistent with good public relations practices. Questions will cover such concepts as interviewing or gathering information from others; participating in meetings or work groups; and presenting information to citizens, community organizations, staff and the media.
3. **PREPARING PUBLIC INFORMATION MATERIALS – BASIC** - These questions test for the ability to prepare basic informational materials for the public and the media, including such products as correspondence, brochures, and news releases. Questions may cover such topics as selecting content for the intended audience, making decisions regarding layout and design, and using graphics or photographs to enhance a message.
4. **PREPARING WRITTEN MATERIAL** - These questions test for the ability to present information clearly and accurately, and to organize paragraphs logically and comprehensibly. For some questions, you will be given information in two or three sentences followed by four restatements of the information. You must then choose the best version. For other questions, you will be given paragraphs with their sentences out of order. You must then choose, from four suggestions, the best order for the sentences.
5. **SUPERVISION** - These questions test for knowledge of the principles and practices employed in planning, organizing, and controlling the activities of a work unit toward predetermined objectives. The concepts covered, usually in a situational question format, include such topics as assigning and reviewing work; evaluating performance; maintaining work standards; motivating and developing subordinates; implementing procedural change; increasing efficiency; and dealing with problems of absenteeism, morale, and discipline.

NOTICE TO CANDIDATES: Unless otherwise noted candidates are permitted to use a quiet, hand held, solar or battery powered calculator. Devices with typewriter keyboards, "Spell Checkers", "Personal Digital Assistants", "Address Books", "Language Translators", "Dictionaries", or any similar devices are prohibited. You may not bring books or other reference materials.

NOTICE TO CANDIDATES WHO ARE ALSO TAKING ANOTHER CIVIL SERVICE EXAM(S) ON THIS DATE (See Below)
(IF YOU ARE TAKING 2 OR MORE ERIE COUNTY EXAMS ON THIS DATE IT IS NOT NECESSARY TO CALL)

APPLICATION FORMS: You may obtain these forms in person at the Erie County Personnel Department, Rath County Office Building, 95 Franklin St., Buffalo. Forms are also available in the libraries and at Town, Village and School District administrative offices.

Mail your application form when completed to the Erie County Department of Personnel, 95 Franklin St., Buffalo, NY 14202.

Candidates who submit incomplete applications and documentation may be disqualified. The Erie County Department of Personnel reserves the right to reject for lateness or to accept applications filed after the advertised filing period.

MILITARY STATUS: Active duty military personnel may file an application for this exam. A special military make-up examination will be conducted for any member of the armed forces of the United States who has duly filed a timely application but who was deprived of the opportunity to compete in the scheduled exam due to active military duty. Special conditions apply to these requests and may be reviewed at the Erie County Department of Personnel.

VETERANS: Disabled and non-disabled veterans as defined in Section 85, New York State Civil Service Law, will have 10 and 5 points, respectively added to their earned scores if successful in the examination. You must claim these credits when you file application but you have an option to waive them any time prior to appointment. If you have already used these credits for a permanent position in NYS, you may not claim them again.

In conformance with section 85-a of the Civil Service Law, **CHILDREN OF FIREFIGHTERS AND POLICE OFFICERS KILLED IN THE LINE OF DUTY** shall be entitled to receive an additional ten points in a competitive examination for original appointment in the same municipality in which his or her parent has served. If you are qualified to participate in this examination and are a child of a firefighter or police officer killed in the line of duty in this municipality, please inform this office of this matter when you submit your application for examination. A candidate claiming such credit has a minimum of two months from the application deadline to provide the necessary documentation to verify additional credit eligibility. However, no credit may be added after the eligible list has been established.

INFORMATION FOR CANDIDATES

APPLYING FOR EXAMINATIONS IN MULTIPLE JURISDICTIONS ON SAME DATE. If you have applied for any other Civil Service exams for employment with New York State or any other local government jurisdiction, you must make arrangement to take all the exams at one test site.

If you have applied for both State and Local government exams, you must make arrangements to take all your exams at the State exam center by calling (518)457-7022 no later than two weeks before the test date.

If you have applied for other local government exams, call or write each Civil Service Agency to make arrangements. You must make your request for these arrangements no later than three weeks before the date of the exams. You must notify all local government civil service agencies with whom you have filed an application of the which you wish to take your exam(s). For this exam call (716)858-7509 or write Erie Co. Personnel Dept., 95 Franklin St, Buffalo, NY 14202.

ADMISSION TO EXAMINATION: Notice to appear for the test will be conditional as review of application for minimum requirements may not be made until after the written test. Call or write this Department if you have not received your notice 3 days before the date of the test. You may not be admitted to the examination room without official notice.

SPECIAL ARRANGEMENTS: Applicants whose religious beliefs prevent their taking examinations before sundown on Saturday and physically handicapped candidates who require special examination facilities should so inform the Erie County Department of Personnel, by a separately mailed letter at the earliest possible date before the test.

RATINGS REQUIRED: Tests are rated on a scale of 100 with a passing mark at 70. Unless the announcement states otherwise, you must pass the written test and the oral test, if any. Test instructions may further divide the tests into parts and set minimum standards for each part.

TRAINING AND EXPERIENCE: If a subject of the examination, training and experience may not be rated if all passing candidates are expected to be immediately reachable for appointment. If rated, training and experience will be based on the statements in your application subject to verification. If this examination includes a qualifying written test, candidates admitted to the test will have conditional approval only. Final decision regarding the qualifications of candidates rests with the New York State Department of Civil Service.

VERIFICATION OF QUALIFICATIONS: Candidates may be investigated or called for an interview to verify information contained on the application.

Verifiable part-time and/or volunteer experience may be pro-rated toward meeting full-time experience requirements.

MEDICAL EXAMINATION: You may be required to take a medical examination to determine if you are medically and physically capable of performing the duties of the position.

In accordance with State Law, Governor's Executive Order 6, and Section 504 of the Federal Rehabilitation Act of 1973, as amended the County of Erie does not discriminate against handicapped persons in access to employment, during employment, or in any of its programs and activities.

ELIGIBLE LIST: The eligible list resulting from an examination may also be used for appointment to the same title or to any other title deemed to be similar and appropriate. Eligible lists are active for a minimum of one year and a maximum of four years from the date established.

Background Investigation: Applicants may be required to undergo a State and national criminal history background investigation, which will include a fingerprint check, to determine suitability for appointment. Failure to meet the standards for the background investigation may result in disqualification. Applicants may be required to pay a fee for the investigation.

NOTE: Fingerprints are sometimes required at the time of appointment. When they are required, the fee involved must be paid by the appointee.

****IMPORTANT APPLICATION FEE - READ CAREFULLY****
A \$10 filing fee is required for this exam. The required fee must accompany your application. Send or bring check or money order made payable to Erie County Personnel Department and write the examination number(s) on your check or money order. Do not send or bring cash, as the County cannot be responsible for cash payment. As no refund will be made, you are urged to compare your qualifications carefully with the requirements for admission and file only for those examinations for which you are clearly qualified.